



MAGAZINE • ONE LINCOLN PLAZA • NEW YORK, NY 10023

If you return the enclosed Reservation Form with ...

... the "Yes" seal, we'll enroll your child as an ENTER Subscriber and send the next 10 issues (a full year) to your home.

... the "Maybe" seal, we'll send a free issue of ENTER ... and if both of you like it, we'll deliver nine more issues to your youngster.

... the "No" seal, you'll never be able to compute my regret.

Dear Fellow Parent:

I want your 10-16 year-old youngster to become a Subscriber to a new magazine that, quite literally, will affect the rest of his (or her) life.

It's as simple as that.

And while it is what I want, I'd like to tell you why I think it is what you should want, too:

The subject of the magazine is computers. Its name is ENTER.

And one needn't have a computer in the home to make this ten-times-a-year periodical work wonders for tomorrow's adult.

Aside from the training he or she receives at home, probably nothing affects your child's life as much as computers.

That may sound like an overstatement at first blush. Yet it is anything but.

Forget for a moment about how the computer has changed your child's entertainment and pastime activities ("Pac-Man," "Galaxian," and the like). That is only the most visible aspect of what observers call a "post-industrial revolution" phenomenon.

There are far more profound aspects: In all likelihood, her blood-test is analyzed by computer ... his textbooks are edited by computer ... her classes and teachers are determined by computer ... his jeans are cut by computer ... everyone's "Big Mac" or "Whopper" is apportioned by computer, and on and on.

The computer is as basic to your child's life and lifestyle as paper was to yours and mine ... and that's as basic as you can get. And learning computer skills is (not will be) as fundamental as learning to read and write was to you and me.

Again, you can consider these to be overstatements, but only at your youngster's peril.

And it is obvious to every expert that this revolution, unimaginable a generation ago, will only continue at breakneck speed.

"Breakneck," of course, implies hazard. But not for those prepared.

Enter ENTER.

It's the newest magazine published by Children's Television Workshop. If you know of our other magazines, Sesame Street, Electric Company and 3-2-1 Contact (each based on their respective television shows) ... perhaps I need say no more about our credentials.

But indulge me for just a moment. Admittedly it is self-serving to tell you that Sesame Street alone has quite literally revolutionized kindergarten teaching across the country ... but it is not inaccurate. It has more honors, many times over, than Hollywood has Oscars.

And it is the same proven techniques that were perfected in our other magazines which we will bring to bear on ENTER.

Primary among them is making learning fun.

And one of the surest ways to do this is to devote an entire section to "Show Beat: Entertainment News." Here we'll survey the entire world of a field all kids are involved in. "Movie News" (Richard Edlund's special effects for "2010: Odyssey Two" promise to outdo those in his "Return of the Jedi" and "Star Wars") ... "Music Notes" (Be among the first to buy a record album and software for your Atari -- all in one package) ... "Theater Trends" (Give Leonardo da Vinci a vocoder and computer and put him in real-time and the result's "Lenny and the Heartbreakers," a play hinting what theater may be like very soon) ... "Soap Opera Special" (Even soap operas are now on line, offering a daily update; write Hollywood Hotline, Box 1945, Burbank, CA 91507)....

The fun continues with our "Bits" department, a lighthearted look at the goings-on in the industry, especially as they pertain to kids. Take the computer-designed ice cream flavors being produced by the owners of David's Cookies. Peanut Crunch is their current top-rated flavor; there are no plans to introduce Chocolate Microchip. But the Hallmark company is already producing microchip greeting cards that bleep an audio message; there are six of them that play tunes. And in Redwood City, CA, the computer is helping scientists learn to "talk" to dolphins.

Many of our features draw a thin line between being fun and being obviously instructional. Take "Computers Come To Bat," for instance. Although it didn't help the White Sox beat the Orioles in 1983 for the pennant, the computer was instrumental in aiding Chicago -- who hadn't been near a championship in 24 years -- to win more games than any other team. The key was it helped manager Tony LaRussa make better decisions than he could otherwise because the computer gave him far more information than he ever had before. The same piece invited your budding computerite to use easily obtainable statistics to computer-rate the game's greatest players.

Your child will meet people like the 17-year-old Mortensen twins, Keith and Craig, heads of Mortensen Computer Graphics, Inc. At \$200 to \$300 a project, they create computer artwork for some of the nation's best known computer companies. Many of the best-looking Apple graphics, for example, which are displayed at stores, fairs and in ads, originate on the computer in their Sunnyvale, California bedroom.

Other features?

"The 'Cats' Meow" -- Broadway's flashiest show uses computers for special effects.

"Hall of Fame: Winners!" -- Readers' best creations for our "Mean Screen Machines" contest.

"The Mysterious Flowchart" -- Readers are hot on the trail of a pilfered program in this flowchart adventure.

"Software Success: It's Hard" -- At 15, Kay Borzsony learned how tough selling software can be.

"Diary of a Game Designer" -- Eric Babinet, 16, tells how a year of work turned his school programming project into PDI Software's Star Crystals game.

"Making Money with Your Computer:" -- A list of computer job ideas that could give a head start on a high-tech career.

"When These Kids Talk, Atari Listens" -- Can 20 computer-smart kids have impact on a giant company? You bet!

"Hi-Tech Hitmaker" -- Computers help record-maker Arthur Baker create a new sound.

"Keyboard Camping" -- ENTER's complete guide (including an easy-to-read chart) to summer computing.

"Computer Break-ins" -- Exclusive: Caught by the FBI! A 16-year-old tells his story and its consequences. An ENTER exclusive.

"The Making of TV's 'Whiz Kid'" -- Matthew Laborteaux's fast track to the computer age.

"Computers Open Up Stevie Wonder's World" -- How his music -- and life -- were changed by computers.

"Future Technology" -- EPCOT (Experimental Prototype Community of Tomorrow) is the new Disney exhibit in Florida and a lot more appealing than its acronym. We'll take our readers there without getting on an airplane and give them a look at future cities, maybe even their own.... Robots and robotics are a reality in many production plants. What are the chances of them being in the home soon? ... Spacehab: a small town in orbit will have on board scientists and cooks, electricians and doctors, researchers and poets. For six month stretches, the crew of 150 will live in space 225 miles above the earth.... Computers in space are nothing (very) new as they monitor geological activity on earth, but soon they'll be in other solar systems!

"Computers in Our Lives" is the present tense of the above. We'll look at computers in zoos which keep track of animal life cycles ... at how famous athletes (and not so famous sports nuts) build their talents through computer technology ... at a computer that diagnoses disease; Dr. Caduceus, it's called, and the list of ailments it can recognize is growing every day.

And while we're a magazine that deals with facts, this doesn't mean we'll be devoid of fiction. "The Case of the Hungry House," for instance, is a story about young Katie Parker and her friend Don, who use Katie's computer, Sherlock, to solve the mystery of a missing boy. One more reason readers will avidly await the arrival of each ENTER.

Still another reason is our departments:

"User Views" reviews new and not-so-new electronic games ... software and other products for in-home consumption which are electronically related.

"Connections" helps kids find resources. A veritable youth network that locates -- by name and address and telephone number -- such things as cheap software, a free buyers' guide, a program exchange....

"Ask Enter" is where your child can get his or her name in print. For this department will answer his or her question and any other subscriber's. How long does it take a video game cassette to wear out? What are K's and how do they relate to the computer? Do video games hurt my TV?

"Enter Quizzes" is where we ask the questions, testing readers' understanding of both computers and electronic games. Flow charts and computer jargon are two topics that will be the subject of quizzes that will be funny, informative and challenging.

"Software Scanner" reviews the best new educational programs, including math, science and word processing.

"Basic Training" features programs designed by ENTER's experts for readers to try on their own computers. Follow the Bouncing Blips ... Improve Your Batting Average ... Find the Best Fishing Hole ... Teach Your Computer to Write Poetry ... Keep Track of Your Allowance (or Eating Habits)....

"Pencil Crunchers" will help develop computer related skills in fun ways that don't require access to a computer like: Computer History Word Hunts ... Computer Generated Mazes ... Logic Puzzle....

"Random Access" is our special kid-written column. Each month, a girl or boy writes first person style -- about being a game tester for Imagic... or being the only girl in computer camp... or how to settle family fights over who uses the computer...

This last department, alone, will produce countless topics of conversation over peanut butter and jelly sandwiches.

And that will just be great.

For that will mean they are being involved ... in the world that they must not just cope with, but prevail over. Painlessly involved without the pressure of competition for grades or even the formalities of academia. Willingly involved in disciplines which I, for one at least, must work quite hard to master and know that I'll never be as adept at as many grade-school students.

Can you understand why I urge you to let your 10-16 year-olds at least try ENTER?

The importance of them being at home with all facets of the computer cannot be overstressed or exaggerated. As they themselves would say, "That's where it's at." And, believe me, that's where it's eternally going to be.

And the best way for them to be at home is to have ENTER in your home from now on. This is why I urge you to return the Reservation Form with the "Yes" affixed to it. The day we receive it, your youngster will be enrolled as a Subscriber and receive the next ten issues, and we'll bill you just \$12.95.

Alternately, if there's a bit of the skeptic in you, return the Form with the "Maybe" seal and we'll send the current issue free. Without charge and barely a thread.

If your child isn't delighted and you don't agree that Enter is an important, even indispensable, tool for molding a secure adulthood, you can and should write "Cancel" on the bill when it arrives, return it and owe nothing. Yet you keep the current issue with my compliments.

Otherwise, pay just \$12.95 for an entire year (nine more issues, a total of ten) of ENTER and watch your youngster thrive. Do it secure in the knowledge that at any time for any reason you can cancel the subscription and receive a full refund for the unmailed issues.

Return the "No" seal and -- never mind, I don't even want to think about it!

I did, however, think of not offering you the "Maybe" option which makes the first issue of your youngster's subscription free ... on the theory that many parents might reason one gets what one pays for. That free is worthless.

But then I thought again. And decided that if the offer helps get ENTER into the hands of just one additional child, it will justify the very considerable expense we're shouldering.

I could not be more sincere when I say this.

Nor when I say that you would not have the opportunity to read my letter today if everything I know about you didn't say that you can readily understand the challenge of a computerized society ... a society that will only get more so.

So please do mail the Form at our expense today, while it's on your mind.

Thank you for reading my letter and I do hope to hear from you in just a day or two.

Sincerely,

Nina B. Link

Nina B. Link
Publisher

P.S. Lest you have any doubt of the continuing impact computers are going to have on tomorrow, I'll rest my case after citing two telling facts:

The Apple computer people have offered to install a computer in every elementary school in the country, free, some 20,000 of them! Imagine what their forecasters believe to convince a shrewd and conservative management to make such an offer.

Carnegie-Mellon University in Pittsburgh, Pennsylvania has now made it mandatory for incoming freshmen to buy a computer, just like their parents had to buy textbooks. In these days of increasingly dwindling enrollment, the school's faculty and trustees must also have some pretty strong convictions about computers and tomorrow.

Mail the Form today, please.

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